



Scale Up Essentials

Syllabus

The Scale Up six-week program is designed to help you take an established business and grow it in scope and scale. Learn how to identify and validate new product lines, develop a growth funding strategy and devote time to renewing your business model.

Modules	Takeaways	Key exercises
Creating products customers want	Learn how to use designing thinking to grow a business Identify how successful products solve problems for customers	Explore entrepreneurial sprint concepts for business Refine a new product or expansion idea
Validating new product ideas	Gain clarity on your product or expansion idea Explore components of a powerful value proposition Gain knowledge on tools for data driven decision making	Develop a business model for a new product or expansion Develop a compelling value proposition statement
Customer development for growth	Understand how to test and confirm a value proposition Determine how to address customer needs and the journey they take to a purchase	Develop target customer personas Explore primary and secondary market research Develop a customer journey map
Finances and Pricing	Understand how to price new products or services Gain knowledge on financial tools and apply to a business expansion model	Develop a pricing strategy Prepare a budget and cash flow statement
Business Scaling Basics	Gain knowledge on local, municipal, national and global business regulations and human resource considerations for scaleups	Develop a checklist for operational scale up tasks
Building Awareness and Selling	Understand how to communicate new products or expansion plans simply and powerfully to customers Explore modes of communication and promotion	Prepare and present a sales presentation Develop a promotions checklist

For more information, email us at edc@mhc.ab.ca